International Journal of Economics, Business and Management Research

Vol. 8, No.11; 2024

ISSN: 2456-7760

The Influence of Electronic Word of Mouth (eWOM) on Purchase Intention: a Study Focused on Aerostreet Products

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doi.org/10.51505/IJEBMR.2024.81104 URL: https://doi.org/10.51505/IJEBMR.2024.81104

Received: Oct 17, 2024 Accepted: Oct 23, 2024 Online Published: Nov 04, 2024

Abstract

This study investigates the impact of electronic Word-of-Mouth (eWOM) components on purchase intention for Aerostreet products. The research targets individuals aged 18 years and older who are Aerostreet users residing in Solo and Yogyakarta. A non-probability sampling technique, specifically purposive sampling, was utilized, yielding a sample size of 192 respondents. Validity testing involved assessing convergent validity through outer loading values and Average Variance Extracted (AVE), while the Fornell-Larcker and Heterotrait-Monotrait Ratio (HTMT) method was employed to evaluate discriminant validity. Reliability was measured using Cronbach's Alpha and composite reliability, with data analyzed via SmartPLS 3. The findings reveal that information quality, information credibility, and attitude toward information significantly and positively influence information usefulness. Additionally, information usefulness has a positive and significant effect on information adoption, which in turn positively impacts purchase intention. The results suggest that eWOM components collectively influence purchase intention, offering valuable insights for enhancing sales strategies in e-commerce and social media contexts.

Keywords: eWOM, information adoption model, information acceptance model, elektronic word-of-mouth, purchase intention, Aerostreet.

1. Introduction

In the rapidly evolving digital era, advancements have not only transformed communication tools but also revolutionized purchasing transactions, with a significant portion now conducted through social media and online platforms. According to the Indonesia Digital Report (Kemp, 2024b) , 59.36% of e-commerce activities involve online purchases of products and services, while 34.4% pertain to food orders made online. When engaging in online shopping, consumers typically seek information regarding their desired products or services, relying heavily on social media as their primary source of information (Alalwan *et al.*, 2017; Teng *et al.*, 2016).

The technological changes of the digital age have shifted the method of information gathering from traditional Word of Mouth (WOM) to Electronic Word of Mouth (eWOM) (Yang, 2017).

The main distinction between WOM and eWOM lies in their dissemination; WOM usually occurs within personal discussions among small groups, whereas eWOM allows information to be shared electronically to a broader audience, spreading rapidly and facilitating wider interactions (Cheung & Thadani, 2012; King *et al.*, 2014). This makes eWOM a crucial factor in influencing consumer behavior, both in purchase decision-making and brand perception (Miremadi & Haghayegh, 2022).

Data from the Indonesia Digital Report (Kemp, 2024a) indicates that consumer reviews hold significant value, contributing to 51.6% of brand research channels online, while comments on social media account for 34.7% (Kemp, 2024c). This underscores the pivotal role of eWOM in shaping consumer purchase intentions and influencing their final decisions. In this context, Indrawati *et al.*, (2023) explain that eWOM promotion has evolved into an effective marketing tactic, capable of shaping consumer perceptions of specific goods or services. Positive information in the form of eWOM can enhance the likelihood of consumers making purchases; however, it can also pose challenges for companies due to the difficulty in controlling its impact (Leong *et al.*, 2022).

The development of the fashion market in Indonesia reflects a positive trend, with many new brands rapidly gaining popularity. Data from Statistik (Panggabean, (2024) estimates that the fashion sector's revenue will reach USD 5.06 billion in 2024, with an annual growth rate of approximately 4.41%. This study focuses on local shoe products, which currently rank fourth on Google Shopping's list of most searched products, according to the Indonesia Digital Report (Kemp, (2023). This trend creates opportunities for sellers to market their products more effectively, especially with the support of initiatives promoting local products.

A successful example is the brand Aerostreet, which transitioned from conventional sales to e-commerce. Since joining in 2019, Aerostreet has garnered numerous awards, including being recognized as the best-selling brand in the Sports and Outdoor category. Aerostreet's founder, Adhitya Caesarico, emphasizes the importance of eWOM in influencing purchasing decisions, noting that many consumers buy products after being swayed by positive reviews on e-commerce platforms in the article from Bisnis.com titled 'Aerostreet: The Viral Shoe Champion from Klaten' by (Muqoddam, 2022). This highlights the crucial role of eWOM in shaping purchase intentions and its impact on local product sales in Indonesia's fashion market.

The primary focus of this research is to explore whether components of eWOM, such as information quality, information credibility, attitude toward information, information usefulness, and information adoption, affect purchase intention. This research will further examine the purchase intentions regarding local shoes, where purchase intention serves as the main effect of eWOM information influence that can impact sales for businesses. Ultimately, this research aims to enhance sales and product growth, facilitating competition among products (Indrawati *et al.*, 2023; Ismagilova *et al.*, 2017).

The research gap in this study lies in the limited understanding of the influence of local fashion products, such as Aerostreet shoes, on purchase intention, which has not been extensively explored in previous studies. Additionally, this research refers to the article titled "EWOM via the TikTok Application and Its Influence on the Purchase Intention of Somethinc Products" by Indrawati *et al.*, (2023). Although all exogenous variables in that study were found to have a significant effect, the predictive ability of IAM on purchase intention was relatively weak, with an R^2 value of 0.207. This suggests the possibility of other factors influencing purchase intention that warrant further investigation.

In this research, the variables utilized are aligned with those from Indrawati *et al.*, (2023), although not all variables are included. Additional variables from Leong *et al.*, (2022) have been incorporated, aligning with previous research recommendations to strengthen the study. The variables in this research include information quality, information credibility, attitude toward information, information usefulness, information adoption, and purchase intention. Moreover, this research introduces novelty in terms of the object, respondents, and variables examined. Different Indrawati *et al.*, (2023) research, which focused on skincare products, this study investigates fashion products, specifically Aerostreet shoes, a local Indonesian brand. The respondent profile has also been adjusted, instead of focusing solely on women aged 16 and older, this study includes male and female aged 18. Furthermore, a new variable, "attitude toward information" has been added to enhance purchase intention, following the findings of (Leong *et al.*, 2022). Through this analysis, it is expected that businesses will gain a better understanding of how to leverage eWOM to enhance sales, particularly concerning local products in e-commerce and social media. By integrating eWOM information into their marketing strategies, companies can more effectively reach consumers and encourage positive purchasing decisions.

Based on the background outlined above, the research questions formulated for this study are as follows:

1. Does the information quality of Aerostreet products have a positive influence on information usefulness for consumers?
2. Does the information credibility of Aerostreet products have a positive influence on information usefulness for consumers?
3. Does the attitude toward information regarding Aerostreet products have a positive influence on information usefulness for consumers?
4. Does the information usefulness of Aerostreet products have a positive influence on information adoption by consumers?
5. Does the information adoption of Aerostreet products on Shopee have a positive influence on consumers' purchase intention?

Based on the research questions outlined above, the objective of this study is to analyze the positive influence of information quality, information credibility, attitude toward information, information usefulness, and information adoption of Aerostreet products on consumers' purchase intention.

2. Literature Review

2.1. Information Adoption Model (IAM)

The Information Adoption Model (IAM), developed by Sussman & Siegal, (2003), elucidates the process through which information can be adopted by individuals and its impact on user behavior and intentions within computer-mediated communication platforms. This model integrates elements from the Technology Acceptance Model (TAM) and the Elaboration Likelihood Model (ELM), indicating that individuals can be influenced through both central and peripheral routes. The central route relates to the core message, while the peripheral route encompasses factors indirectly associated with the message. Within IAM, two key attributes argument quality and source credibility, assist consumers in evaluating valuable information. Argument quality refers to the extent to which information is supported by factual evidence and logical reasoning, while source credibility relates to the source's ability to provide trustworthy information (Verma et al., 2023). IAM is particularly relevant in the context of Electronic Word of Mouth (eWOM) as it aids in understanding how the quality of content and the credibility of sources affect the perceived usefulness of eWOM information. IAM emphasizes that in information-rich environments, consumers tend to focus on messages that are both relevant and useful.

2.2. The Information Acceptance Model (IACM)

The Information Acceptance Model (IACM) is a theoretical framework developed by Erkan & Evans (2016), integrating the Information Adoption Model (IAM) with the Theory of Reasoned Action (TRA). IAM itself is based on a combination of the Technology Acceptance Model (TAM) and the Elaboration Likelihood Model (ELM), illustrating how individuals are influenced by messages through both central and peripheral routes. Meanwhile, TRA focuses on analyzing attitudes and the factors that affect behavioral intentions. By merging these two theories, IACM offers a deeper understanding of consumer behavior regarding Electronic Word of Mouth (eWOM), emphasizing components such as "Needs of Information" and "Attitudes toward Information" in shaping behavioral intentions, particularly purchase intentions. The Information Acceptance Model (IACM) provides a framework for understanding how information obtained through eWOM assists consumers in reducing purchase-related risks, thereby influencing their intentions to buy (Verma et al., 2023).

2.3. Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) is a form of digital communication in which consumers share opinions, experiences, or information about brands, products, or services across various online platforms such as social media, blogs, forums, and review sites. Unlike traditional Word of Mouth (WOM), eWOM possesses a broader reach, as information can be disseminated online and accessed by a vast audience (Cheung & Lee, 2012). Ismagilova *et al.*, (2017) define eWOM as a dynamic form of communication open to all internet users, encompassing both positive and negative reviews. Additionally, (Sulthana & Vasantha, 2019) emphasize that eWOM includes contributions from current, past, and potential customers, all of which can influence other consumers' decisions. EWOM encompasses several critical elements, including the response, communicator, stimulus, and recipient, and is evaluated based on the quality, quantity, and expertise of the sender (Cheung & Thadani, 2010; Lin *et al.*, 2013). This multifaceted nature of

eWOM highlights its significant role in consumer decision-making processes and underscores the importance of understanding its dynamics in the digital landscape. eWOM is a form of communication that has evolved alongside the rise of Web 2.0, enabling consumers to both share and seek consumption-related information online. Unlike traditional WOM, eWOM offers greater volume, diversity, and scalability, and is accessible anytime and anywhere without limitations (Verma et al., 2023).

2.4. Purchase intention

Purchase intention refers to consumers' tendency to buy a product after evaluating the information they have gathered from external sources and personal experiences (Liao *et al.*, 2021). It is formed when consumers feel they have obtained sufficient information about a product and begin to contemplate the purchase. This intention reflects consumers' desire and commitment to making a purchase in the future, particularly after assessing their needs and the available options (Dwidienawati *et al.*, 2020). According to Kotler and Keller (2009), purchase intention is a consumer's response to a product that indicates their willingness to buy it. External factors, such as awareness of needs, product understanding, and evaluation of various alternatives, can significantly influence purchase intention (Schiffman & Kanuk, 2018). The process of forming purchase intentions involves several essential steps, including identifying needs, seeking information, evaluating options, and ultimately developing a strong interest in making a purchase. Tseng & Lee (2015) identify key indicators of purchase intention, which encompass consumer interest in product design, price, or benefits, as well as considerations for purchasing after conducting a rational evaluation of the various available options. This comprehensive understanding of purchase intention highlights the complexity of consumer decision-making and the importance of recognizing the factors that contribute to the purchasing process. Purchase intention denotes the consumer's willingness to buy after obtaining information, especially through eWOM. Studies show that different attributes of eWOM, including credibility, usefulness, and consumer attitudes towards eWOM, play a crucial role in shaping purchase intentions. In the context of the Information Adoption Model, both argument quality and source credibility further enhance these intentions (Verma et al., 2023).

3. Hypothesis Development

3.1. Information Quality and Information Usefulness

The influence of information quality on information usefulness has been extensively discussed in various studies. Filieri (2014) states that information quality is a key element in determining whether information is perceived as valuable. Zhu *et al.*, (2015) further demonstrate that high information quality can convey better knowledge about a product, thereby enhancing its usefulness. Erkan dan Evans (2016) found that information quality not only affects usefulness but also information adoption, with consumers tending to find high-quality information more beneficial in the context of online markets. Other research by Park et al. (2007) also found a positive relationship between information quality and its usefulness. In the context of electronic Word of Mouth (eWOM), Song *et al.*, (2021) and Leong *et al.*, (2022) assert that high-quality information in online reviews correlates positively with its usefulness, which can ultimately influence consumers' purchase intentions. Previous studies also reveal that the impact of eWOM

on information quality is positively correlated with information usefulness (Indrawati *et al.*, 2023).

H1: Information quality of Aerostreet has a positive and significant effect on information usefulness among consumers.

3.2. Information Credibility and Information Usefulness

Information credibility has a significant impact on information usefulness, as consumers often use credibility as a quick benchmark to assess the reliability of information. According to Hussain *et al.* (2020), publicly posted eWOM can be evaluated and validated by third parties, enhancing credibility and reducing risk and uncertainty for consumers. Research by *Leong et al.* (2022) and Erkan & Evans, (2016) indicates that the higher the credibility of information, the more likely it is to be perceived as useful. Chong *et al.* (2018) also emphasize that online reviews deemed trustworthy will be more beneficial to users. The findings of Indrawati *et al.* (2023) reinforce this notion, stating that information credibility significantly influences its usefulness, which is further supported by Tien et al. (2018), who mention that credibility helps consumers reduce risks and uncertainties in decision-making.

H2: Information credibility of Aerostreet products has a positive and significant effect on information usefulness among consumers.

3.3. Atitude Toward Information and Information Usefulness

Attitude towards information plays a crucial role in influencing information usefulness, particularly in the context of eWOM. According to Park *et al.* (2007) and Yu *et al.* (2021), a positive view towards eWOM can enhance the appeal of the message, ultimately increasing the information's usefulness for consumers. (Cheung & Thadani, 2012; Erkan & Evans, 2016) found that a positive attitude towards eWOM increases consumers' likelihood of using that information in their purchasing decisions. Other research also indicates that a favorable attitude towards eWOM is a strong predictor of information adoption by consumers (Ayeh et al., 2013). Although Erkan & Evans, (2016) did not find a significant influence between attitude towards information and its usefulness, other studies, such as those by (Leong *et al.*, 2022; Wan & Shen, 2015), found a positive relationship between the two. This suggests that a positive attitude towards eWOM tends to enhance its usefulness for consumers.

H3: Attitude towards information of Aerostreet products has a positive and significant effect on information usefulness among consumers.

3.4. Information Usefulness and Information Adoption

Information usefulness significantly influences information adoption, especially in the context of eWOM. According to Sardar *et al.* (2021), information deemed useful by consumers, as it aligns with their needs and desires, is more likely to be adopted. Erkan and Evans (2018) assert that the first step in accepting information is to evaluate its usefulness, with consumers who find information relevant to their needs considering it beneficial. Useful information encourages consumers to incorporate it into their decision-making processes (Sardar *et al.*, 2021). Other studies have also shown a positive relationship between information usefulness and information adoption, as demonstrated by (Erkan & Evans, 2016; Leong *et al.*, 2022; Song *et al.*, 2021).

When information obtained from other customers is perceived as useful, it increases the likelihood of consumers adopting that information (Liu & Zhang, 2010). Research by (Hussain *et al.*, 2020) and (Indrawati *et al.*, 2023) and (Lee & Hong, 2019) also indicates that information usefulness correlates positively and significantly with information adoption.
H4: Information usefulness of Aerostreet products has a positive and significant effect on information adoption among consumers.

3.5 Information Adoption and Purchase Intention
Information adoption significantly influences purchase intention, particularly in the context of eWOM. Cheung and Thadani (2012) state that information adoption is a key factor affecting consumers' purchase intentions. When consumers receive and apply information during their decision-making processes, they are more likely to be interested in making a purchase (Ismagilova *et al.*, 2017). Research by Erkan & Evans, (2016) shows a positive relationship between information adoption and purchase intention, supported by (Leong *et al.*, 2022) and (Song *et al.*, 2021), who find that consumers who successfully adopt information tend to have stronger purchase intentions. This is confirmed by research from Indrawati *et al.*, (2023), which indicates that information adoption significantly affects purchase intention. Therefore, when consumers perceive the information, they receive through eWOM as useful and reliable, they are more likely to use it in their decision-making to purchase products.
H5: Information usefulness of Aerostreet products has a positive and significant effect on purchase intention among consumers.

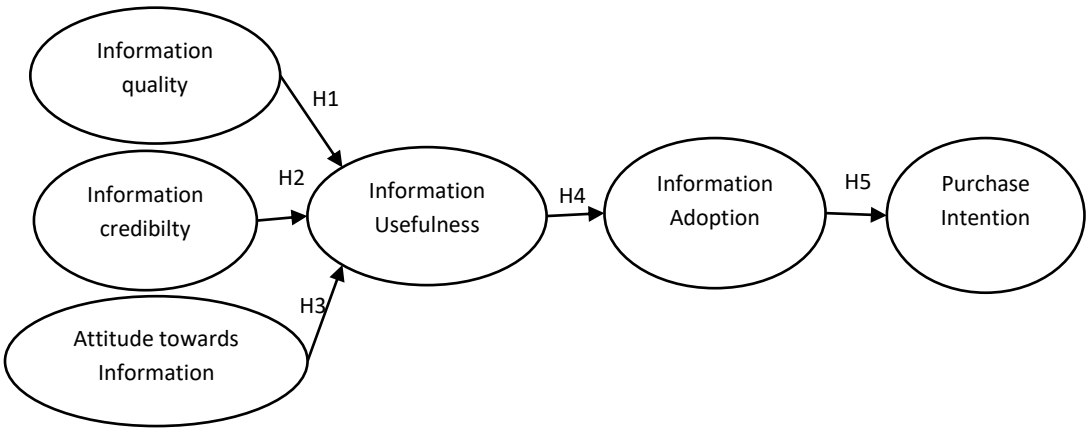


Figure 1. Theoretical Framework

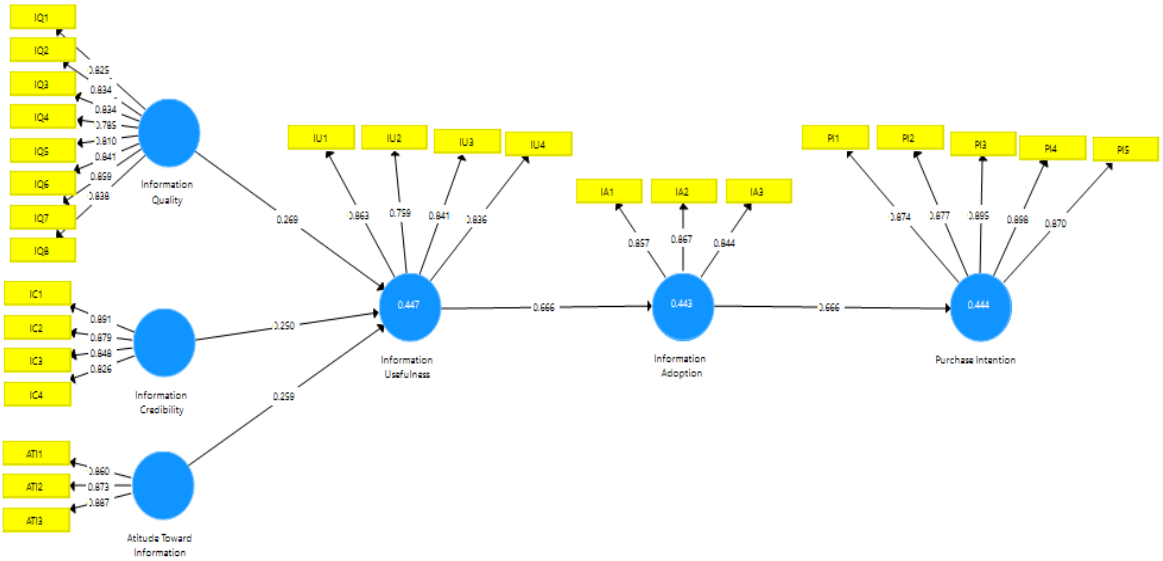
4. Method
This study employs a quantitative approach, with a final sample of 192 Aerostreet consumers. The 192 respondents in this study meet the established criteria, with the minimum required sample size calculated as 27 x 5 = 135. According to Hair *et al.* (2022) the ideal sample size can be determined by multiplying the number of question items by 5 to 10 times. The method applied is a survey, where data are collected through questionnaires filled out by respondents, with distribution conducted via WhatsApp, Instagram, TikTok, and Twitter. The sampling technique

used in this research is non-probability sampling, specifically purposive sampling, selected based on predetermined criteria (Sekaran & Bougie, 2016). The criteria for this study include respondents who are at least 18 years old, users of Aerostreet, and residents of the Solo and Yogyakarta areas. The collected data were then analyzed using SmartPLS 3.0.

The questionnaire in this research consists of 27 questions. The eWOM construct is measured through five dimensions, with multiple questions for each dimension. Information quality comprises eight indicators: understanding, relevance, clarity, factualness, objectivity, accuracy, completeness, and high quality (Park *et al.*, 2007). Information credibility consists of four indicators: convincing, credible, trustworthy, and factual (Filieri, 2015). Attitude toward information includes three indicators: frequent reading, helpfulness, and confidence (Park *et al.*, 2007). Information usefulness is assessed through four indicators: usefulness, in formativeness, assistance in evaluation, and product recognition (Hussain *et al.*, 2020). Information adoption is measured by three indicators: knowledge enhancement, acceptance of information, and acceptance of recommendations (Shen *et al.*, 2014). Purchase intention can be explained as a positive inclination towards a product that motivates an individual to purchase it by making a payment. The intention to purchase arises when consumers evaluate and select a brand prior to making a purchase (Indrawati *et al.*, 2023). Purchase intention is represented by five indicators: consideration for purchase, consideration to buy when needed, likelihood of use when needed, likelihood of purchase, and intention to try (Erkan & Evans, 2016; Indrawati *et al.*, 2023).

5. Results

Using SmartPLS 3, we evaluated the reflective measurement model by assessing validity, reliability, and hypothesis testing. In the first stage, we examined validity by looking at convergent validity, which involves assessing the outer loading values and the Average Variance Extracted (AVE) values. As shown in table 5.1, all outer loading values meet the recommended thresholds of above 0.70 (Hair *et al.*, 2022). The AVE values also indicate adherence to the suggested criteria (Hair *et al.*, 2022). Next, discriminant validity was measured using the Fornell-Larcker and Heterotrait-Monotrait Ratio (HTMT). As seen in table 5.3, all Fornell-Larcker values are supported. As seen in table 5.4, all HTMT values are supported. The HTMT method serves as an alternative for evaluating discriminant validity, with (Hair *et al.*, 2022) stating that HTMT is more effective than the Fornell-Larcker criterion for detecting discriminant validity. Subsequently, reliability was assessed through Cronbach's Alpha and composite reliability values. As shown in table 5.2, both the Cronbach's Alpha and composite reliability values exceed the acceptable threshold of 0.70 (Hair *et al.*, 2022).



Tabel 5.1. *Outer loading*

Test Results			*Test Criteria > 0.70*
Construct	**Indikator**	***Loading Factor***	
Information Quality	IQ1	0.825	Valid
	IQ2	0.834	Valid
	IQ3	0.834	Valid
	IQ4	0.785	Valid
	IQ5	0.810	Valid
	IQ6	0.841	Valid
	IQ7	0.859	Valid
	IQ8	0.838	Valid
Information Credibility	IC1	0.891	Valid
	IC2	0.879	Valid
	IC3	0.848	Valid
	IC4	0.826	Valid
Atitud Toward Information	ATI1	0.860	Valid
	ATI2	0.873	Valid
	ATI3	0.887	Valid
Information Usefulness	IU1	0.863	Valid
	IU2	0.759	Valid
	IU3	0.841	Valid
	IU4	0.836	Valid
Information Adoption	IA1	0.857	Valid
	IA2	0.867	Valid

	IA3	0.844	Valid
Purchase Intention	PI1	0.874	Valid
	PI2	0.877	Valid
	PI3	0.895	Valid
	PI4	0.898	Valid
	PI5	0.870	Valid

Source: Data Processed SmartPLS 3 (2024)

Tabel 5.2. Cronbach's Alpha, rho_A, Composite Reliability, and AVE

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Information Quality	0.935	0.937	0.946	0.687
Information Credibility	0.884	0.889	0.920	0.742
Atitude Toward Information	0.845	0.849	0.906	0.763
Information Usefulness	0.844	0.848	0.895	0.682
Information Adoption	0.818	0.819	0.892	0.733
Purchase Intention	0.929	0.930	0.946	0.780

Source: Data Processed SmartPLS 3 (2024)

Table 5.3. Fornell-Larcker

	Atitude Toward Information	Information Adoption	Information Credibility	Information Quality	Information Usefulness	Purchase Intention
Atitude Toward Information	0.874					
Information Adoption	0.542	0.856				
Information Credibility	0.605	0.554	0.861			
Information Quality	0.637	0.628	0.578	0.829		
Information Usefulness	0.582	0.666	0.562	0.579	0.826	
Purchase Intention	0.480	0.666	0.540	0.539	0.588	0.883

Source: Data Processed SmartPLS 3 (2024)

Table 5.4. Heterotrait-Monotrait Ratio (HTMT)

	Atitude Toward Information	Information Adoption	Information Credibility	Information Quality	Information Usefulness	Purchase Intention
Atitude Toward Information						
Information Adoption	0.649					
Information Credibility	0.695	0.652				
Information Quality	0.713	0.717	0.635			
Information Usefulness	0.683	0.803	0.648	0.646		
Purchase Intention	0.539	0.763	0.600	0.575	0.665	

Source: Data Processed SmartPLS 3 (2024)

In evaluating the structural model using PLS, the Coefficient of Determination (R^2) value for each endogenous latent variable is the primary measure of the model's predictive strength. R^2 values range from 0 to 1, with higher values indicating greater explanatory power. R^2 values are classified as follows: 0.75 (strong/substantial), 0.50 (moderate), and 0.25 (weak/low). Table 5.5 shows that all endogenous variables have R^2 values in the weak category. Additionally, predictive relevance is assessed using the blindfolding method by examining the Q^2 value. According to Hair et al. (2017), a Q^2 value greater than 0 indicates that the model has sufficient predictive relevance. In general, small, medium, and large predictive importance in a PLS path model are indicated by Q^2 values greater than 0, 0.25, and 0.50, respectively. Table 5.4 demonstrates that all endogenous variables exhibit moderate predictive relevance.

Tabel 5.5. R^2 & Q^2

	R^2	Q^2
Information Usefulness	0.447	0.322
Information Adoption	0.443	0.298
Purchase Intention	0.444	0.343

Source: Data Processed SmartPLS 3 (2024)

The results of the hypothesis tests in this study are all supported, as shown in table 5.6. All five hypotheses were confirmed. Hypothesis testing was conducted using SmartPLS 3, with the bootstrap method applied for 5,000 iterations, and a significance level set at 0.05.

Table 5.6. Result of Direct Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Information Quality -> Information Usefulness	0.269	0.269	0.058	4.635	0.000
Information Credibility -> Information Usefulness	0.250	0.250	0.054	4.628	0.000
Atitude Toward Information -> Information Usefulness	0.259	0.259	0.059	4.377	0.000
Information Usefulness -> Information Adoption	0.666	0.663	0.064	10.480	0.000
Information Adoption -> Purchase Intention	0.666	0.665	0.055	12.003	0.000

Source: Data Processed SmartPLS 3 (2024)

6. Discussion

This study examines the components of electronic Word of Mouth (eWOM), including information quality, information credibility, attitude toward information, information usefulness, and information adoption, and their influence on purchase intention.

6.1. Information Quality and Information Usefulness

Information quality significantly affects information usefulness, with a path coefficient of 0.269, a t-statistic value of 4.635 (> 1.96), and a p-value of 0.000 (< 0.05). This indicates a positive and significant effect of information quality on information usefulness, thus supporting H1. These findings align with the results of Indrawati *et al.* (2023), which also demonstrated that information quality positively impacts information usefulness. This study indicates that the quality of information influences the usefulness of information in purchasing Aerostreet products. Consumers seek information through eWOM, and clear, persuasive reviews can enhance purchase intention. Detailed and relevant information, whether from reviews or official product descriptions, helps consumers make informed purchasing decisions that align with their needs and emotions.

6.2. Information Credibility and Information Usefulness

Information credibility positively influences information usefulness, with a path coefficient of 0.250, a t-statistic value of 4.628 (> 1.96), and a p-value of 0.000 (< 0.05). This suggests a significant positive effect of information credibility on information usefulness, thereby supporting H2. These results are consistent with Indrawati *et al.* (2023), which found that information credibility has a positive and significant impact on information usefulness. They argue that information credibility is crucial in evaluating online information. This study reveals that the credibility of information affects its usefulness, as consumers are more likely to trust reviews from credible sources, making credibility vital in eWOM for information to be deemed

relevant and shareable. The expertise and knowledge of the source reinforce consumer trust in information about Aerostreet.

6.3. Atitude Toward Information and Information Usefulness

Attitude toward information influences information usefulness, with a path coefficient of 0.259, a t-statistic value of 4.377 (> 1.96), and a p-value of 0.000 (< 0.05). This indicates a significant positive impact of attitude toward information on information usefulness, thus supporting H3. These results are in line with the findings of Leong *et al.* (2022), which indicate a relationship between attitude toward information and information usefulness. However, research by Erkan & Evans (2016) presents a contrasting view, suggesting that attitude toward information can negatively impact information usefulness, although they acknowledge that a positive attitude can also have beneficial effects in different research contexts. A positive consumer attitude toward information enhances purchase intention and trust in eWOM. For Aerostreet products, this attitude influences understanding and purchasing decisions. This study demonstrates that consumer attitudes toward information significantly affect its perceived usefulness.

6.4. Information Usefulness and Information Adoption

Information usefulness significantly impacts information adoption, with a path coefficient of 0.666, a t-statistic value of 10.480 (> 1.96), and a p-value of 0.000 (< 0.05). This indicates a positive and significant effect of information usefulness on information adoption, thereby supporting H4. These results align with the findings of Indrawati *et al.* (2023), which highlight the essential role of information usefulness in the information adoption process. This study shows that consumer perceptions of information usefulness significantly influence the adoption of information regarding Aerostreet products. Relevant product descriptions and reviews assist consumers in making purchasing decisions. Information perceived as useful is more likely to be adopted and shared, thereby influencing consumers' purchase intentions.

6.5. Information Adoption and Purchase Intention

Information adoption significantly affects purchase intention, with a path coefficient of 0.666, a t-statistic value of 12.003 (> 1.96), and a p-value of 0.000 (< 0.05). This indicates a positive and significant effect of information adoption on purchase intention, thus supporting H5. This study also corroborates the findings of Indrawati *et al.* (2023), which demonstrate that information adoption influences purchase intention. Consumers who receive and understand information about products are more inclined to purchase them. This study further shows that information adoption from eWOM enhances consumer understanding and trust, which subsequently influences the purchase intention for Aerostreet products. Consumers rely on product descriptions and reviews to make purchasing decisions, particularly in online shopping contexts.

7. Implications

This study has both theoretical and practical implications concerning the significant roles of information quality, information credibility, attitude toward information, information usefulness, and information adoption in influencing purchase intention for Aerostreet products. Theoretically, this research reinforces theories regarding the interaction of these variables in

purchasing decisions and highlights the importance of understanding components of eWOM, such as information quality, credibility, attitude toward information, information usefulness, and information adoption in influencing purchase intention. Practically, these findings assist e-commerce business practitioners in designing more effective marketing strategies and provide guidance for educators and students in understanding the concepts related to the components of eWOM and their impact on enhancing purchase intention.

8. Conclusions

The conclusion drawn from the above discussion is that information quality, information credibility, attitude toward information, information adoption, and information usefulness positively impact purchase intention for Aerostreet products. Higher levels of information quality, quantity, credibility, and consumer attitudes toward information significantly enhance the usefulness of information in the purchasing decision-making process. Additionally, information usefulness positively influences information adoption, with information perceived as beneficial being more likely to be adopted by consumers. Furthermore, information adoption also has a positive effect on purchase intention, the more information that is adopted, the greater the consumer's desire to purchase the product.

9. Limitation and Suggestions

This study focuses exclusively on Aerostreet products, meaning that the research findings reflect only the impact of information quality, information quantity, information credibility, and attitude toward information on information usefulness and its effect on purchase intention, mediated by information adoption for this specific product. Future research could expand by exploring other products. This study also concentrates on specific variables, such as information quality, information quantity, information credibility, attitude toward information, information usefulness, and information adoption. Future research is encouraged to incorporate additional factors that may influence purchase intention, such as the need for information, pricing, promotions, or shopping experiences, among others.

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